

INTRODUCING

Natural/ LIGHT Seltzer

Natural Light Seltzer will disrupt the seltzer category with its unique ABV of 6%, a more affordable price point, and strong brand equity built on Natural Light and the growing success of Naturdays.

Launching with 2 flavors, Black Cherry Lime & Tropical, we will bring Natty's irreverent personality to life with disruptive names for each... Catalina Lime Mixer and Aloha Beaches!

★ REASONS TO BELIEVE ★

Hard Seltzer household penetration is the largest among ages 25-34 & has more than doubled vs. 2018

Two-thirds of men aged 21-30 preferred

6% ABV & 135 cals

vs.

5% ABV & 100 cals

87% of hard seltzer and White Claw drinkers stated 'very likely' or 'somewhat likely' to purchase Natural Light Seltzer



TARGET CONSUMER

RECOMMENDED